

ISS/ROC

Restore Our Coast Add-on

Author: JW

WIDEORBIT

Proposal ID: 5777
 Schedule Date: 10/28/2016 - 11/7/2016
 Agency: Roy Fletcher Advertising
 Spot Length(s): :30

ISS- Rest 10.28-11.7 Rev1

Flight Dates: 10/28/2016-11/7/2016

Program Time	Spot Length	OC 28	OC 31	NO 7	RT-HH D.RTG RTG	RT-P35-64 D.RTG RTG	W k s	Rate Spots
KPLC								
7 NEWS AT SUNRISE	:30	1	5	1	12.4	13.2	3	\$430.00
GRPs/Impressions					86.8	92.4		7
CPP/CPM					\$34.68	\$32.58		
Mo-Fr 5:30a-7:00a								
TODAY SHOW	:30	1	5	1	10.4	10.6	3	\$380.00
GRPs/Impressions					72.8	74.2		7
CPP/CPM					\$36.54	\$35.85		
Mo-Fr 7:00a-9:00a								
TODAY SHOW2-NBC	:30	--	1	--	6.5	6.6	1	\$170.00
GRPs/Impressions					6.5	6.6		1
CPP/CPM					\$26.15	\$25.76		
Mo-Fr 9:00a-10:00a								
KPLC MIDDAY NEWS	:30	1	5	1	3.5	3.5	3	\$110.00
GRPs/Impressions					24.5	24.5		7
CPP/CPM					\$31.43	\$31.43		
Mo-Fr 11:30a-12:00p								
7 NWS AT NOON	:30	1	5	1	7.4	6.7	3	\$330.00
GRPs/Impressions					51.8	46.9		7
CPP/CPM					\$44.59	\$49.25		
Mo-Fr 12:00p-12:30p								
FIRST NEWS AT 4PM	:30	1	5	1	3.5	3.4	3	\$400.00
GRPs/Impressions					24.5	23.8		7
CPP/CPM					\$114.29	\$117.65		
Mo-Fr 4:00p-4:30p								
INSIDE EDITION	:30	1	5	1	2.4	2.3	3	\$110.00
GRPs/Impressions					16.8	16.1		7
CPP/CPM					\$45.83	\$47.83		
Mo-Fr 4:30p-5:00p								
7 NWS 10P	:30	1	5	1	12.9	13.1	3	\$1,010.00
GRPs/Impressions					90.3	91.7		7
CPP/CPM					\$78.29	\$77.10		
Mo-Fr 10:00p-10:35p								
7 NEWS FIRST SUNRISE	:30	1	5	1	4.1	4.3	3	\$80.00
GRPs/Impressions					28.7	30.1		7
CPP/CPM					\$19.51	\$18.60		
Mo-Fr 4:30a-5:00a								
THE VOICE	:30	--	1	--	10.6	11.2	1	\$1,300.00
GRPs/Impressions					10.6	11.2		1
CPP/CPM					\$122.64	\$116.07		
Tue 7:00p-8:00p								
THIS IS US	:30	--	1	--	5.4	5.6	1	\$1,300.00
GRPs/Impressions					5.4	5.6		1
CPP/CPM					\$240.74	\$232.14		
Tue 9:00p-10:00p								
LAW & ORDER SVU	:30	--	1	--	5.9	6.4	1	\$1,200.00
GRPs/Impressions					5.9	6.4		1
CPP/CPM					\$203.39	\$187.50		
Wed 8:00p-9:00p								

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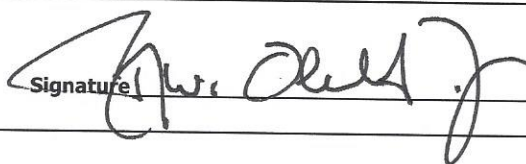
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 Schedule Date: 10/28/2016 - 11/7/2016
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Flight Dates: 10/28/2016-11/7/2016

Program Time	Spot Length	OC 28	OC 31	NO 7	RT-HH D.RTG RTG	RT-P35-64 D.RTG RTG	W k s	Rate Spots
KPLC								
CHICAGO MED	:30	--	1	--	5.7	6.1	1	\$1,200.00
GRPs/Impressions					5.7	6.1		1
CPP/CPM					\$210.53	\$196.72		
Thu 8:00p-9:00p								
DATELINE	:30	1	1	--	4.9	5.3	2	\$1,300.00
GRPs/Impressions					9.8	10.6		2
CPP/CPM					\$265.31	\$245.28		
Fri 8:00p-10:00p								
7 NWS SAT EARLY	:30	1	1	--	8.3	7.4	2	\$370.00
GRPs/Impressions					16.6	14.8		2
CPP/CPM					\$44.58	\$50.00		
Sat 6:00p-6:30p								
SATURDAY NITE LIVE ENCORES	:30	1	1	--	3.6	3.6	2	\$800.00
GRPs/Impressions					7.2	7.2		2
CPP/CPM					\$222.22	\$222.22		
Sat 9:00p-10:00p								
7 NWS SAT LATE	:30	1	1	--	10.3	10.3	2	\$760.00
GRPs/Impressions					20.6	20.6		2
CPP/CPM					\$73.79	\$73.79		
Sat 10:00p-10:30p								
7 NEWS LIVE @ FIVE	:30	1	1	--	4.3	3.7	2	\$440.00
GRPs/Impressions					8.6	7.4		2
CPP/CPM					\$102.33	\$118.92		
Sun 5:00p-5:30p								
FOOTBALL NIGHT IN AMERICA	:30	1	1	--	6.4	6.3	2	\$800.00
GRPs/Impressions					12.8	12.6		2
CPP/CPM					\$125.00	\$126.98		
Sun 6:00p-7:30p								
Run Dates: 9/11/2016-12/31/2016								
SUNDAY NIGHT FOOTBALL 2016	:30	1	1	--	16.3	16.8	2	\$2,200.00
GRPs/Impressions					32.6	33.6		2
CPP/CPM					\$134.97	\$130.95		
Sun 7:30p-10:30p								
Run Dates: 9/11/2016-1/1/2017								
Late News Following NFL	:30	1	1	--	9.3	9.5	2	\$770.00
GRPs/Impressions					18.6	19		2
CPP/CPM					\$82.80	\$81.05		
Sun 10:35p-11:05p								

Total Cost: \$40,000.00
 Agency Commission @ 15% \$6,000.00
 Net Cost: \$34,000.00

Signature



CONTRACT

KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

And:

Roy Fletcher Advertising
220 Delgado Drive
Baton Rouge, LA 70808

Contract / Revision ISS/ROC /		Alt Order #
Product		
Contract Dates 10/13/16 - 11/07/16		Estimate #
Advertiser ISS/Restore Our Coast		Original Date / Revision 10/06/16 / 10/27/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KPLC	Account Executive Political/Local Political	Sales Office KPLC
Special Handling		
Demographic Households		
Agy Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KPLC	10/17/16	11/07/16	7News Early Sunrise	5-530am		:30				NM	9	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	MTWTF--				2	\$220.00				
Week:		10/24/16	10/30/16	MTWTF--				3	\$220.00				
Week:		10/31/16	11/06/16	MTWTF--				3	\$220.00				
Week:		11/07/16	11/13/16	M-----				1	\$220.00				
2	KPLC	10/13/16	11/07/16	7News Sunrise	530-7am		:30				NM	34	\$14,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$430.00				
Week:		10/17/16	10/23/16	22222--				10	\$430.00				
Week:		10/24/16	10/30/16	22222--				10	\$430.00				
Week:		10/31/16	11/06/16	22222--				10	\$430.00				
Week:		11/07/16	11/13/16	2-----				2	\$430.00				
3	KPLC	10/17/16	11/07/16	NBC Today Show	7-9am		:30				NM	16	\$6,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	11111--				5	\$380.00				
Week:		10/24/16	10/30/16	11111--				5	\$380.00				
Week:		10/31/16	11/06/16	11111--				5	\$380.00				
Week:		11/07/16	11/13/16	1-----				1	\$380.00				
4	KPLC	10/17/16	11/07/16	Live at Five	5-530pm		:30				NM	16	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	11111--				5	\$600.00				
Week:		10/24/16	10/30/16	11111--				5	\$600.00				
Week:		10/31/16	11/06/16	11111--				5	\$600.00				
Week:		11/07/16	11/13/16	1-----				1	\$600.00				
5	KPLC	10/13/16	11/07/16	7News at Six	559-630pm		:30				NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$1,010.00				
Week:		10/17/16	10/23/16	11111--				5	\$1,010.00				
Week:		10/24/16	10/30/16	11111--				5	\$1,010.00				
Week:		10/31/16	11/06/16	11111--				5	\$1,010.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
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(337) 439-9071

www.kplctv.com

<u>Contract / Revision</u>		<u>Alt Order #</u>
ISS/ROC /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/13/16 - 11/07/16		
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Restore Our Coast		10/06/16 / 10/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$1,010.00				
6	KPLC	10/13/16	11/06/16	Entertainment Tonight	630-7p		:30				NM	16	\$11,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$710.00				
Week:		10/17/16	10/23/16	11111--				5	\$710.00				
Week:		10/24/16	10/30/16	11111--				5	\$710.00				
Week:		10/31/16	11/06/16	11111--				5	\$710.00				
7	KPLC	10/13/16	11/07/16	7News Nightcast	10-1035pm		:30				NM	18	\$18,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---11--				2	\$1,010.00				
Week:		10/17/16	10/23/16	11111--				5	\$1,010.00				
Week:		10/24/16	10/30/16	11111--				5	\$1,010.00				
Week:		10/31/16	11/06/16	11111--				5	\$1,010.00				
Week:		11/07/16	11/13/16	1-----				1	\$1,010.00				
N 8	KPLC	10/28/16	11/07/16	7News Sunrise	530-7am		:30				NM	7	\$3,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$430.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$430.00				
Week:		11/07/16	11/13/16	M-----				1	\$430.00				
N 9	KPLC	10/28/16	11/07/16	NBC Today Show	7-9am		:30				NM	7	\$2,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$380.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$380.00				
Week:		11/07/16	11/13/16	M-----				1	\$380.00				
N 10	KPLC	10/31/16	11/06/16	Today Show II	9-10am		:30				NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWTF--				1	\$170.00				
N 11	KPLC	10/28/16	11/07/16	KPLC MIDDAY	1130-1200n		:30				NM	7	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$110.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$110.00				
Week:		11/07/16	11/13/16	M-----				1	\$110.00				
N 12	KPLC	10/28/16	11/07/16	7News at Noon	12-1230p		:30				NM	7	\$2,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$330.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$330.00				
Week:		11/07/16	11/13/16	M-----				1	\$330.00				
N 13	KPLC	10/28/16	11/07/16	LOC M-F 4-430P	4-430p		:30				NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$400.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$400.00				
Week:		11/07/16	11/13/16	M-----				1	\$400.00				
N 14	KPLC	10/28/16	11/07/16	SYN M-F 430-5P	430-5P		:30				NM	7	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$110.00				
Week:		10/31/16	11/06/16	MTWTF--				5	\$110.00				
Week:		11/07/16	11/13/16	M-----				1	\$110.00				

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ISS/ROC /		
Contract Dates	Product	Estimate #
10/13/16 - 11/07/16		
Advertiser		Original Date / Revision
ISS/Restore Our Coast		10/06/16 / 10/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 15	KPLC	10/28/16	11/07/16	7News Nightcast	10-1035pm		:30				NM	7	\$7,070.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	----F--				1	\$1,010.00				
		Week: 10/31/16	11/06/16	MTWTF--				5	\$1,010.00				
		Week: 11/07/16	11/13/16	M-----				1	\$1,010.00				
N 16	KPLC	10/28/16	11/07/16	7News First Sunrise	430-5am		:30				NM	7	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	----F--				1	\$80.00				
		Week: 10/31/16	11/06/16	MTWTF--				5	\$80.00				
		Week: 11/07/16	11/13/16	M-----				1	\$80.00				
N 17	KPLC	10/31/16	11/06/16	Tuesday Hour 1	7-8pm		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/31/16	11/06/16	-T-----				1	\$1,300.00				
N 18	KPLC	10/31/16	11/06/16	Tuesday Hour 3	9-10pm		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/31/16	11/06/16	-T-----				1	\$1,300.00				
N 19	KPLC	10/31/16	11/06/16	Wednesday Hour 2	8-9pm		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/31/16	11/06/16	--W----				1	\$1,200.00				
N 20	KPLC	10/31/16	11/06/16	Thursday Hour 2	8-9pm		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/31/16	11/06/16	---T---				1	\$1,200.00				
N 21	KPLC	10/24/16	11/06/16	Friday Prime Other	7-10pm		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	----F--				1	\$1,300.00				
		Week: 10/31/16	11/06/16	----F--				1	\$1,300.00				
N 22	KPLC	10/24/16	11/06/16	7News @ Six Saturday	559-630pm		:30				NM	2	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S-				1	\$370.00				
		Week: 10/31/16	11/06/16	-----S-				1	\$370.00				
N 23	KPLC	10/24/16	11/06/16	Saturday Hour 3	9-10pm		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S-				1	\$800.00				
		Week: 10/31/16	11/06/16	-----S-				1	\$800.00				
N 24	KPLC	10/24/16	11/06/16	7News Nightcast Saturday	10-1030p		:30				NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S-				1	\$760.00				
		Week: 10/31/16	11/06/16	-----S-				1	\$760.00				
N 25	KPLC	10/24/16	11/06/16	Live @ Five Sunday	5-530p		:30				NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S				1	\$440.00				
		Week: 10/31/16	11/06/16	-----S				1	\$440.00				
N 26	KPLC	10/24/16	11/06/16	NFL Football Night In Am	6pm-715pm		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S				1	\$800.00				
		Week: 10/31/16	11/06/16	-----S				1	\$800.00				
N 27	KPLC	10/24/16	11/06/16	NFL Football	715-1030pm		:30				NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

<u>Contract / Revision</u> ISS/ROC /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/13/16 - 11/07/16		<u>Product</u>
<u>Advertiser</u> ISS/Restore Our Coast		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/06/16 / 10/27/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$2,200.00				
Week:		10/31/16	11/06/16	-----S				1	\$2,200.00				
N 28	KPLC	10/24/16	11/06/16	Late News Following NFL	1015-1045p		:30				NM	2	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$770.00				
Week:		10/31/16	11/06/16	-----S				1	\$770.00				
Totals								0.00				204	\$120,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	98	\$62,700.00	(\$9,405.00)	\$53,295.00
10/31/16 - 11/07/16	106	\$57,300.00	(\$8,595.00)	\$48,705.00
Totals	204	\$120,000.00	(\$18,000.00)	\$102,000.00

Signature: _____ **Date:** _____

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